Web Marketing & Digital Advertising

TEAM PROJECT INSTRUCTIONS

Marketing Campaign Plan

A. Overview

Students working in small teams (max 5 students) will produce a plan for a marketing campaign, and some associated marketing materials. The written report is NOT a full marketing plan – the focus is a campaign.

A marketing campaign has clear start and end dates and specific, measurable goals so that its success can be evaluated. This is a two-year campaign (November 2019-November 2021).

The assignment has TWO elements:
1. The full written report and associated marketing materials should be submitted via email by...
2. Presentation: the highlights of the report will be presented to the rest of the class during class time at the end of the course.

B. Before you begin the assignment

a. Form into small teams (maximum 5 people)

b. Read through the rest of these instructions, then select a specific organization/business as your “client”. Please select a real organization/business, as this will give you a focus and context. Look at their existing web presence and social media activities so you can get a good idea of what they are already doing in terms of internet marketing. Do not actually contact the business.

C. Scenario

Your marketing firm has been hired by the business or organization you have chosen to assist them in developing and implementing a new marketing campaign. They are having troubles with understanding their consumers and the customer journey they follow in order to make their purchases.

You should assume that your organization has a marketing budget that broadly fits its size.
Your report should include the following sections:

**Table of Contents**

**Executive Summary**

1. **The company / organization**

   a) A short description of the company/organization: products, target markets, distribution channels, size, length of time in business, market share, main competitors, offline and online marketing strategy, etc.

   b) A description and assessment of the existing physical (where appropriate) and web presence and social media activities of the company / organization. Include information about social media activity (social channels used, number of followers, friends, likes, posting frequency, etc.).

2. **Campaign overview**

   This section should give a “big picture” overview of the campaign. State the overall campaign objective then list the channels that you have chosen for your campaign – physical stores, website, e-mail marketing, social media services, etc. then briefly describe how they will be used. Include a diagram to illustrate how the different tools you chose will work together to meet your overall campaign objective.

3. **Target market for the campaign / market research**

   Based on online secondary source data, you identify a possible target market for your company.

   Make your own on-the-field market research submitting an online questionnaire through Google Suite [https://gsuite.google.com/signup/basic/welcome](https://gsuite.google.com/signup/basic/welcome) to at least 50 people in target.

   This section should aim to paint a picture of who your customers are, what they like, what they do offline and/or online, how they “mix” offline and online behavior, how often they are online, what devices they use, etc.

   This section will include:

   a) A description of the target market customer journey FOR YOUR CAMPAIGN. Include the target market demographics and psychographics in this section.

   b) The results of your market research into the offline/online behavior and activities of your target market. Choose two social media sites that you have decided to use explain and justify exactly why you have chosen to recommend them and why you feel they will be a good “fit” with your target market.

      It is very important that you cite relevant and authoritative research to back up your recommendations. Include in-text references and a bibliography.

      c) A description and assessment of what 2 of your direct competitors are doing in terms of online marketing activity to reach your target market
4. Campaign goals and methods of evaluation of the success of your campaign

List the goals for your marketing campaign that your client will use to measure success in reaching those goals. Make sure that your goals are SMART (specific, measurable, attainable, realistic/relevant, and time-bound).

a) Write a goal for the overall campaign itself

b) List separate goals for your each of the different channels you are using. **You might use a table in the following format** to present the information in this section.

<table>
<thead>
<tr>
<th>Marketing channel</th>
<th>Goal (including numerical target)</th>
<th>Tactic (what you will do)</th>
<th>Time frame</th>
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5. Implementation

The objective of this section is to explain your “client” how you want to implement your campaign and what your campaign elements will look like and how they will work. You might do this by creating mock-ups and samples of your proposed marketing materials to give an understanding of what the finished campaign elements will look like and how they will function.

The following paragraphs provide some examples of the sample materials that you might produce.

**Campaign landing page**
- Describe the structure and the content of your most important campaign "landing page".
- Create a mock-up of the campaign “landing page”
- Write a couple of paragraphs to explain how the elements of the landing page will work, and what results your clients can expect.

**Blog**
- Describe the aim of the blog
- List the type of contents (videos, images, news, etc.) you want to upload periodically and explain what customer needs they meet
- Write a paragraph or two clearly explaining the objectives for the design of this element and what results your client can reasonably expect.
Email marketing/newsletter

- Create a sample of the email(s) that you will use
- Explain your reasoning with respect to the timing and frequency of communication with your target market.
- In addition to the sample materials, write a paragraph or two clearly explaining the objectives for the design of this element and what results your client can reasonably expect.

Social networking elements

- Create samples of the social networking elements that you have planned for your campaign (e.g. using posts, hashtags, apps, contests, paid media etc.) to show your client how it will work. Include text, images etc. and calls to action on your mock-up.
- If you recommend the use of video create a storyboard showing the main screens in your video. Include the script for a voice over (if there is one) and provide the title of the music you intend to use.
- For each of the two social networks you use, provide at least 5 samples (posts / advertisements / promoted posts etc.)
- Explain your reasoning with respect to the timing and frequency of posts
- In addition to the sample materials, write a paragraph or two clearly explaining the objectives for the design of this element and what results your client can reasonably expect.

E. Report structure and formatting

Use Arial or Calibri 11 point font. 1.5 line spacing.
Use a professional business style of writing and report format. Make use of bullet points, diagrams, tables etc. where appropriate to best get over your idea or point.
Do not use first person.
Number the pages
Number the sections of the report (1.1, 1.2, 2.2.1 etc.)
Use Heading Styles in Word so that you can generate a Table of Contents automatically
### Marking Scheme - Written Report

<table>
<thead>
<tr>
<th>Section</th>
<th>Marks available</th>
<th>Marks gained</th>
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<tbody>
<tr>
<td>Executive Summary</td>
<td>5</td>
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<tr>
<td>A short description of the company/organization</td>
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<td>Current physical and web presence and social media activity</td>
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<td>Campaign overview</td>
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<td>A detailed description of your target market customer journey and</td>
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<td>characteristics</td>
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<td>The results of your market research. Explanation and justification for</td>
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<td>your choice of media channels. Quality of research cited (currency,</td>
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<td>authority, credibility)</td>
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<td>Assessment of competitor activity in internet marketing</td>
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<tr>
<td>Campaign goals and methods of evaluation. A list of the goals for your</td>
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<td>marketing campaign.</td>
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<td>Implementation – marketing materials.</td>
<td>25</td>
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<td>Format and report presentation (Table of Contents, referencing, layout,</td>
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<td>legibility, spelling, grammar etc.)</td>
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